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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/673,957	09/29/2003	Craig Nevill-Manning	24207-10063	3799
62296	7590	01/12/2007	EXAMINER	
GOOGLE / FENWICK SILICON VALLEY CENTER 801 CALIFORNIA ST. MOUNTAIN VIEW, CA 94041			AUGUSTINE, NICHOLAS	
			ART UNIT	PAPER NUMBER
			2179	
SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
3 MONTHS		01/12/2007	PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/673,957	NEVILL-MANNING ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Nicholas Augustine	2179	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 29 September 2003.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-24 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-24 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 29 September 2003 is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 9/11/2006, 8/24/04
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date: \_\_\_\_\_
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_

**DETAILED ACTION**

***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-24 are rejected under 35 U.S.C. 102(b) as being anticipated by Newegg.com <http://web.archive.org/web/20020925093014/http://newegg.com/>.

***As for independent claims 1,12,16,18,20 and 23,*** Newegg.com teaches in a product search engine, a method for displaying search results in response to a search query and corresponding method, product search engine, specialized engine, and apparatus comprising: obtaining a product search query generated by a user (fig.7; wherein the user types in a request to search for web documents relating to the query); responsive to the query, obtaining search results comprising a set of links each associated with a web document determined to be relevant to the query (fig.5, the related web documents are displayed as links); generating the set of links for display according to a plurality of user-selectable formats (fig.5, links to web documents and fig.2, the user inputs query and displayed is a grid view of product links to separate web documents with user reviews, description, etc.); generating a set of results in response to a search query (fig.5); displaying the set of search results as a grid of two or more columns on a search results page (fig.11); outputting a first set and second set of cues for one of the set of

search results upon selection of a first and second search result output mode by a user (fig.9); a storage area to store a set of instructions (fig.12,13; wherein it is appreciated that the website being run is storing information to local temp files/ cookies on the users computer); a processor, coupled to the storage are, to execute the instructions which cause the above actions (fig.12,13); means for generating the product search results in a first and second output format (fig.9; of course those skilled in the art will appreciate that a programming code that of html/java is handling the behind works of creating and displaying the graphics and textual information to the end user).

As for dependent claims 2-11,13-15,17,19,21,22 and 24, Newegg.com teaches the method of claim 1, further comprising:

- user selectable views including list view and grid view (fig.2, 5)
- associating at least one advertisement (fig.2)
- generating the advertisement for display in the list view (fig.8 and 5)
- generating a first set of cues for output in a first one of the plurality of user-selectable views, and generating a second set of cues for output in a second one of the plurality of user-selectable views (fig.9,10)
- generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media (fig.9,2,10)
- generating the set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues (fig.2, 9; user truncates to a simple view)

- generating the set of cues for output as an image, audio, text (fig.9; also it is well appreciated in the art that when a user selects an object in a html file that a corresponding audio file is played during interaction from the operating system)
- generating no advertisement for display in the grid view (fig.2; wherein the advertisement is separate from the grid frame as visually notable)
- generating the advertisement for display if the grid view is selected (fig.5; wherein the user selects the grid view and is displayed a list view with an advertisement in the list)
- results being displayed in a single column (fig.5);
- results being displayed in a plurality of columns (fig. 9);
- textual information displayed in conjunction with a search result of the set of search results in the second view is relatively less than in conjunction with the search result in the first view (fig.2 and 5; wherein there is a visual difference of textual information)
- displaying an associated picture for one or more of the results in the set of search results (fig.11; accessories pictures next to corresponding accessories links of information as well as textual information)
- output modes corresponding to different display views of the set of search results (fig.10 and 9)

**It is noted that any citation to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting**

in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. *In re Heck*, 699 F.2d 1331, 1332-33, 216 USPQ 1038, 1039 (Fed. Cir. 1983) (quoting *In re Lemelson*, 397 F.2d 1006, 1009, 158 USPQ 275, 277 (CCPA 1968)).

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

**US-20020161658**-System and method for a complete and convenient shopping experience

**US-5982369**-Method for displaying on a screen of a computer system images representing search results

**US-6732161**-Information presentation and management in an online trading environment

**US-6271840**-Graphical search engine visual index

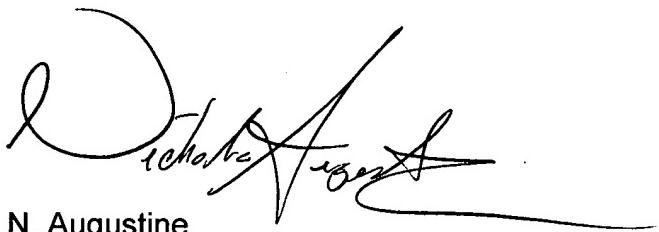
**US-7013285**-Data processing system, has set of processing modules for performing predefined operations on data, where system is arranged to present selected items of data following sequential processing of data by selected processing modules

***Inquiries***

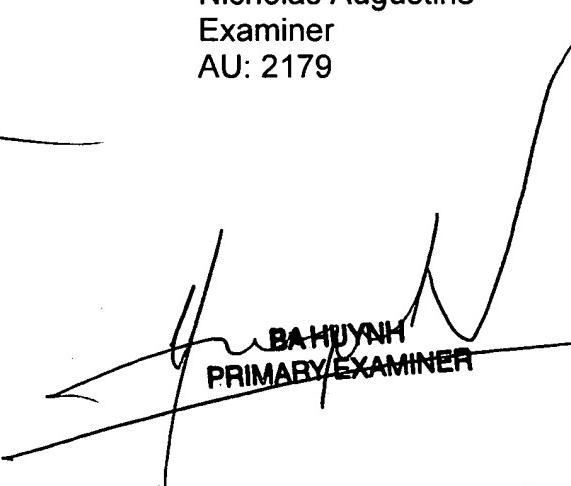
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nicholas Augustine whose telephone number is 571-270-1056. The examiner can normally be reached on Monday - Friday: 7:30- 5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on 571-272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
N. Augustine  
January 5, 2007

Nicholas Augustine  
Examiner  
AU: 2179

  
BAHUYNH  
PRIMARY EXAMINER